

Johnetta Haley Scholarship

Email Guidelines



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College students are expected to communicate clearly and in a professional manner. How your email is written and sent may affect how the reader reacts and their ability to help you. Follow these guidelines for professional and effective email communication.

GETTING STARTED

Always use your SIUE email account when contacting SIUE staff, including your instructors and advisor(s). Email sent from other email providers (Gmail, Yahoo, iCloud, etc.) is more likely to get filtered out as spam or junk mail.

1. Determine if you should use "Reply," "Reply All," "Forward," or create a new email.

When you have an email open that someone else sent to you:

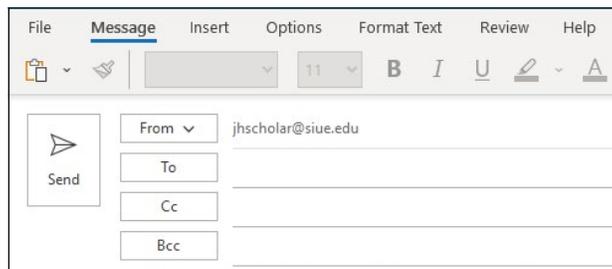
- **Use the "Reply" button** to respond only to the person who sent the email (the sender).
 - The sender's email address will automatically be placed in the "To" field.
 - "Re:" will be added to the beginning of the Subject field. Do not change the text in the Subject field.
- **Use the "Reply All" button** to respond to the sender and everyone else who is part of the email conversation.
 - The sender's email address will be automatically placed in the "To" field. The email addresses of everyone else in the conversation will be automatically placed in either the "To" or "Cc" fields, as determined by the original email.
 - "Re:" will be added to the beginning of the Subject field. Do not change the text in the Subject field.
- **Use the "Forward" button** to include a copy of the email in a new email to someone who is not part of the conversation.
 - No email addresses will be automatically placed in the address fields ("To," "Cc," "Bcc") of your new email. You will need to type in the desired email address(es).
 - "Fwd:" will be added to the beginning of the Subject field. You may change the text in the Subject field if necessary.

When using "Reply," "Reply All," or "Forward," make sure the message you send is related to the original topic of the conversation. Type your message at the beginning of your email, above the text from the previous email. If you need to communicate about a different topic, create a new email.

2. Determine which address field(s) to use ("To," "Cc," "Bcc").

When you send or receive an email, pay attention to the address fields. When you send an email, everyone you send it to will be able to see and reply to the email addresses you placed in the "To" and "Cc" fields.

- **Place the email address(es) for the main person/people to whom you are communicating in the "To" field.** The people in the "To" field are the ones you would most like to respond.
- **Place the email address(es) of anyone else who you want to see the conversation in the "Cc" field.** "Cc" is an abbreviation for "carbon copy." People listed in this field are usually not expected to respond to your email but may do so.
- **Nobody, except you, will be able to see the email address(es) you placed in the in the "Bcc" (blind carbon copy) field.** Addresses in this field will not be automatically placed in the "Bcc" field in "Reply" or "Reply All" emails. It is common practice to use "Bcc" when an email is being sent to a large number of people, especially if all the individuals in the group do not know each other and/or do not need to be communicate with one another as a group. This protects the receivers' privacy and prevents the list of email addresses from being used to send unwanted email.

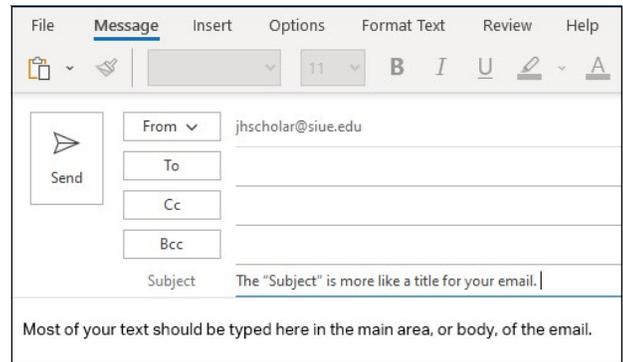


Don't see the "Cc" or "Bcc" field? Watch this video: https://www.youtube.com/watch?v=pFX_oU-uUPI.

3. Use the "Subject" field properly.

The subject of your email should be a brief description of your message topic.

- **When replying to an email, don't change the subject text.**
- **For new emails, type a brief description or title for your email in the "Subject" field.** Aim for ten words or less. The subject does not need to be a complete sentence. Do not leave it blank.
- **Do not type your entire message in the "Subject" field.** Your message should be typed in the main area, or body, of the email.



WRITING YOUR EMAIL

4. Use an appropriate greeting.

Start each email with a proper greeting, such as "Dear Dr. Smith," or "To Whom This May Concern," before stating your purpose. Your greeting should set a polite, respectful tone for your email.

5. State your purpose in a professional manner.

What do you need from the reader? Include any information they may need to fulfill your request.

- **Give specific and detailed background information.** Include dates when helpful.
- **Refer to people/places/things/events, etc. by their full, official names.**
- **If you are going to attach a file to the email, mention in the email that you are including an attachment.** It may also be helpful to mention what the file is named and why you are sending it.

Practice professional communication.

- **Be aware of your emotions, and always use a polite, respectful tone.** Choose your words carefully. Because people cannot see your face or hear your voice when they read your email, your words may have effects that you do not intend. Do not type in all capital letters LIKE THIS in your email. Typing in all caps may be interpreted as shouting and create a rude or threatening tone.
- **Communicate in full sentences and use proper capitalization, spelling, punctuation, and grammar.**

6. Include a closing and an email signature.

End each email message with an appropriate closing, such as "Thank you," or "Sincerely," before your email signature.

Your signature should include your first and last name. If you are emailing SIUE staff, is recommended that you also include your 800 number. You may wish to include other information as well. The easiest way to make sure you don't forget to include any important info is to set up an automatic email signature. To learn how, watch this video: <https://www.youtube.com/watch?v=xULkxCsVIFw>.

7. Proofread your email (not optional)!

- Did you include your first name, last name, and 800 number?
- Will your email make sense to the reader? If anything could be confusing, try to explain it more clearly.
- Will the reader have any questions? Include more information if needed.
- Does your email have a polite, respectful tone? If you are experiencing strong emotions as you write the email, you may wish to have someone else look it over for the proper tone. You could also wait until you are calmer to re-read the email and fix any issues with the tone.
- Check your spelling and grammar. In Outlook, under the "Review" tab, click "Spelling & Grammar."
- If you mentioned an attachment in your email, did you attach the correct file(s)?

SENDING YOUR EMAIL

After you send an email, please allow time for your recipient(s) to respond. Many people only check their email at the beginning or end of each day. Other factors may increase the time it takes to get a response. **If you need immediate assistance, instead of sending an email, reach out by phone or go to the recipient's office to talk in person.**